* Fran,
Lets discuss
And advise on
our thoughts / Plans
thanks,
Bill

RJ Reynolds Tobacco Company

Peter E. Schmidt
Region Sales Manager
700 Bursca Dr., Ste. 705
Bridgeville, PA 15017

February 4, 1997

To: **Greg Young** **Bill Roth**
Jay Loftin **Larry Poole**

Re: **Promoted Volume Plan**

Gentlemen:

Attached, please find the PV Plan that was recently presented in W-S by Pittsburgh RBM Colin Uffindell. The task force currently working on the PV plan has endorsed and approved the attached to be included within their plan.

We will be putting the plan into action immediately, however, I need your feelings/concurrence on the plan we have relative to Cigarette Tobacco Stores. Our plans are to lower the AFV of the discount to a maximum of $2.00 on Camel and Winston; and a maximum of $3.00 on Salem. This will give us a higher PV %, and based on recent learning, will not adversely affect our SOM in these outlets.

In order for this to work, the CTS's that are called on by your people that cross over into the Pittsburgh Region, must follow the same guidelines.

* Please advise me of your thoughts on whether you will implement this program and if so, when you will begin.

Sincerely,

O/C

Peter

51861 2623

Source: https://www.industrydocuments.ucsf.edu/docs/qsbn0000

/jj
Cc: J. M. Piscitelli

51861 2624

Source: https://www.industrydocuments.ucsf.edu/docs/qsbn0000

AFV = $2.50

Chain PV Targeting

51861 2625

2/6/97

	L1	L2	L3
Merchandising Level			
Accrual Level			

Chain Name

 # Stores

Match *Non-Match*

Total "13 Week" Volume: 0

(AIM 195 Report)

	"13 Week" Volume by: (AIM 195 Report)		
Winston	0	0	0
Camel XNF	0	0	0
Salem	0	0	0
Total	*0*	*0*	*0*

	CG & OO	*SM*	*CTS*
Total Retail Accrual Dollars Available: (Base & RJR Match) (1997 Accrual Statement)	$0.00	$0.00	$0.00
PV Level From Accrual Dollars (Factored at $2.50 AFV):	#DIV/0!	#DIV/0!	#DIV/0!
Gap Funding Needed to Hit PV Target (Factored at $2.50 AFV):	$0.00	$0.00	$0.00

PV Level Funding

Total Weeks	#DIV/0!	#DIV/0!	#DIV/0!
Weeks Per Quarter	#DIV/0!	#DIV/0!	#DIV/0!
Weeks Above PM Response	#DIV/0!	#DIV/0!	#DIV/0!

Spending Plan

Weeks PM Response	12	12	12

Source: https://www.industrydocuments.ucsf.edu/docs/qsbn0000

AFV = $2.50

51861 2626

Chain PV Targeting

2/6/97

Weeks RR Gap	4	4	4
Remaining Weeks to Schedule	#DIV/0!	#DIV/0!	#DIV/0!

Source: https://www.industrydocuments.ucsf.edu/docs/qsbn0000